

CLAIMS

What is claimed is:

1. A method of determining whether a non-uniquely identified name substantially corresponds to a uniquely identified person, the method comprising:
 - accessing a source dataset of uniquely identified persons, the dataset comprising records comprising, for each uniquely identified person, a source name, a source unique identifier, a source date of birth, and a source address;
 - accessing a target dataset of non-uniquely identified persons, the dataset comprising records comprising, for each non-uniquely identified person, a target name, a target age, and a target age-date indicating an exact or approximate date of the target age; and
 - for a particular source person in the source dataset, and in accordance with the accessing, automatically determining whether the particular source person corresponds to a particular target person in the target dataset.
2. A method according to claim 1, wherein the automatically determining comprises matching a target identifier in the target dataset with an identifier of the particular source person when the identifier of the particular source person is available, whereby the uniquely identified particular person is determined to correspond to the particular target person.
3. A method according to claim 2, wherein the automatically determining further comprises matching the date of birth and name of the particular source person with the particular target person based on the name, the target age, and the target age-date of the particular target person, whereby the uniquely identified particular person is determined to correspond to the particular target person.
4. A method according to claim 3, wherein the automatically determining further comprises matching the address of the particular source person with the address of the particular target person, whereby the uniquely identified particular person is determined to correspond to the particular target person.

5. A method according to claim 4, wherein the automatically matching of addresses further comprises determining that the particular source person and the particular target person both have an address common to a set of current/previous addresses of the particular source person, where the set of current/previous addresses are obtained separately from and keyed to the source dataset.

6. A method according to claim 5, wherein the automatically determining further comprises determining a uniqueness of the source name of the particular source person, and based on the uniqueness, determining whether the source name corresponds to the target name of the particular target person.

7. A method according to claim 6, further comprising automatically finding one or more persons who have co-resided with the particular source person using another dataset.

8. A method according to claim 7, wherein the automatically finding of one or more persons who have co-resided with the particular person is based on whether the one or more persons have lived at the particular person's source address for a predetermined period of time, and is based on whether the one or more persons have lived at two consecutive current/previous addresses in the set of current/previous addresses of the particular source person.

9. A method according to any of claims 1 through 8, wherein the target dataset comprises a set of officers or directors of publicly traded companies, wherein the source dataset comprises a set of potential market participants, and wherein the determining of a correspondence between the particular source person and the particular target person indicates a substantial likelihood that the particular source person is a market participant that is also an officer or director of a publicly traded company.

10. A computer-implemented method of identifying a person, comprising:
given non-uniquely identified target names and target ages/addresses corresponding to target persons, and using a comprehensive public record dataset produced by combining multiple disparate public record databases of data of a general population including the target persons, automatically determining with substantial certainty that a target name corresponds with a particular unique individual in the general population, thereby identifying the person corresponding to the target name.

11. A method according to claim 10, wherein the determining is based only on the target name and target age/address.

12. A method according to claim 10, wherein the determining is done without a key or identifier uniquely identifying the target person among the general population and by using the public record dataset to link the target person to the particular individual in the general population.

13. A method according to claim 12, wherein the key or identifier comprises a social security number or an identifier that serves as a proxy therefor.

14. A method according to claim 10, wherein the determining is based on at least one of a date of birth of the particular individual, a degree of uniqueness of the target name, and a set of previous/former addresses of the particular individual.

15. A method according to any of claims 10 through 14, wherein the target persons comprise officers or directors of publicly traded companies.

16. A method according to claim 15, wherein the determining of a correspondence between the particular unique individual in the general population with the target name indicates a substantial likelihood that the particular unique individual is an officer or director of a publicly traded company.

17. An apparatus for determining whether a non-uniquely identified name substantially corresponds to a uniquely identified person, the apparatus comprising:
- a first storage storing a source dataset of uniquely identified persons, the dataset comprising records comprising, for each uniquely identified person, a source name, a source unique identifier, a source date of birth, and a source address;
 - a second data storage storing a target dataset of non-uniquely identified persons, the dataset comprising records comprising, for each non-uniquely identified person, a target name, a target age, and a target age-date indicating an exact or approximate date of the target age; and
 - a processing unit, for a particular source person in the source dataset, and in accordance with the accessing, automatically determining whether the particular source person corresponds to a particular target person in the target dataset.